



**A SIXTH OFFICE** in Torrance is a new link in Pacific State's community banking facilities. Every office is "home" to its customers who find PSB's warmth is contagious.



**BEAUTY** of design and color are used full-measure in branch offices like Windsor Hills where customers are important.

## The Bank That Grew...With People

If you remember Pacific State Bank when it was founded seven years ago, you'll recall that it had a staff of six. Today it has 112 and more than 22,000 customers.

New customers have been opening accounts here at a rate of about 200 every month; deposits grew last year at the remarkable rate of 42%; the bank's resources have doubled in each two-year period since it opened. There must be big reasons for such big growth.

It may be Pacific State Bank's unusual services such as "instant banking" drive-in windows, open from 9 to 4 each weekday (and until 6 PM on Fridays) so people can cash or deposit a check with less wait. Maybe you've seen the modern, complete, and very efficient facilities at Pacific State's six community branches. Perhaps it's the coffee served to customers on Friday afternoons—the free educational programs devoted to personal money management—the meeting room available to community groups. And maybe you've found that transacting business is more pleasant in the bright, informal coats-off atmosphere at Pacific State, where staff members show an interest in getting personally acquainted with every family.

This bank grows by helping its customers grow. Hundreds of small businesses keep getting bigger because the bank offers them useful advice: perhaps suggesting more profitable operating techniques, perhaps pointing out expansion opportunities and helping to finance them.

This bank also grows by saving time and money for its customers. Its high-speed electronic processes guard against costly delays and errors. Its tellers know so many customers personally that there are few waits to verify signatures and balances. Its loan officers make prompt decisions, using more personal judgment than would be possible in a huge organization bound by rigid rules.

Through personal service and modern techniques Pacific State has become a dynamic factor in the growth of the South Bay area.

**GROWING COMMUNITIES** are good places to work and raise families. Bank officers who know local people and local conditions can be helpful in many ways—not only by making money available at the right time and place, but also by providing valuable information and suggestions.

**AUTOMATION OF ACCOUNTS** is a powerful tool for speeding service and cutting service charges. It shortens training time for new employees. It minimizes risk of human error. It frees the staff to pay close personal attention to every customer. This is why Pacific State was the first bank west of the Mississippi to use the advanced automated system developed by IBM for banks not suited to installation of giant computing devices.

## Personal Services

Full attention to all your banking needs is always available at Pacific State Bank. The complete range of banking services—all 59 of them—can be handled here by officers who know you personally and understand your needs.



**A GROWING COMMUNITY** with thousands of newcomers each week needs a special kind of attention. It takes all sizes of understanding to find the right answers for Southern Californians.